



Imperial Oil Limited

Supplement to the
Corporate Identity
Manual

Quick Reference Guide

Imperial Oil
Foundation



**Imperial Oil
Foundation**

Introduction

This *Quick Reference Guide* offers guidelines for applying the visual identity of the Imperial Oil Foundation and using its name in written text.

The Guide can be used in applying the identity to most stand-alone applications without other reference. However, this guide is not intended to replace the full *Corporate Identity Manual*. That book contains a wealth of information and context that cannot possibly be contained in a guide of this size.

If you have questions about the use of the logo that this guide doesn't answer please contact the Imperial Oil Foundation.

Note: Digital artwork of the various signature designs may be obtained from the Imperial Oil Foundation.

Ce guide est également publié en français.

Corporate signatures

The combination of the Esso Oval and the special "Imperial Oil Foundation" or "Fondation l'Impériale" graphic wordmark is called a corporate signature.

There are four basic signature designs:

- English only
- French only
- English/French
- French/English

Each basic signature design is available in a range of acceptable Imperial Oil Limited color variations.

The identity matrix below shows the only acceptable basic signature designs you may use. Any combination *not* shown is unacceptable.

Each signature – in every color combination – is also available with one of two alternate trade mark declarations for use in specific circumstances. Be sure the version you use is appropriately marked for its purpose.



Trade mark indication

Canada's trade mark laws make it necessary to indicate the ownership of a trade mark that is used by another party. This has application to Imperial Oil Limited since most of our trade marks are owned by Imperial Oil Limited but used by affiliated entities under license (such as the Imperial Oil partnership, in particular.)

There are three ways to use the signatures to address specific situations. The full range of signature variations is available in each of the forms listed:

- No marking
- Asterisk
- Trade mark symbol

No marking

This version may only be used by Imperial Oil Limited, and then only in cases where the trade mark is used as a trade name (e.g., on stationery, business cards or signs) on corporate, non-promotional materials.

It may not be used to recognize the participation of the Imperial Oil Foundation on any materials created by a third party.

Asterisk

The signature version marked with an asterisk is the preferred version for use by third parties. It must always be accompanied by a specifically worded trade mark disclosure statement as a footnote:

* **Registered trade mark of Imperial Oil Limited. Used under license.**

In French:

* **Marque déposée de la Compagnie Pétrolière Impériale Ltée. Utilisée sous license.**

This requirement applies to the use of the trade mark on all advertising and promotional material, whether produced by any Imperial Oil entity or by a third party.

Trade mark symbol

The alternate version of the signature is marked by a trade mark symbol in the appropriate language or languages (TM in English and ^{MD} in French or combined for dual language signatures).

This version may be used only where space limitations or reproduction methodology cannot accommodate the disclosure statement (e.g., t-shirts, promotional items).

No marking

This version may only be used by Imperial Oil Limited when it is used as a trade name on corporate business materials.



**Imperial Oil
Foundation**



Asterisk + footnote

For use by third parties in all instances and by any Imperial Oil entity except the Limited company on advertising and promotional materials.



**Imperial Oil
Foundation**

* Registered trade mark of Imperial Oil Limited. Used under license.



Trade mark symbol

For use only where physical or technical limitations preclude the use of the trade mark disclosure footnote.



**Imperial Oil
Foundation**

Using our name in text

There are some important differences between the English and French graphic signatures and the way our name is used in written text.

Always use the name in full: Imperial Oil Foundation. Do not abbreviate the name to “Imperial Oil”, “Imperial” or “Foundation”.

In English our written name appears in a form similar to the graphic signature. We are referred to as the Imperial Oil Foundation.

The French graphic signature uses a familiar short form of our name. This version of the name may not be used as written text. In written text you must use the full French name: Fondation Pétrolière Impériale.

There is no restriction on typeface, size or weight for the text style of promotional materials that incorporate our name produced by third parties so long as it is clearly legible.

No version of the graphic signature – in whole or in part – may ever be incorporated into written text or headlines. This includes the Esso oval and the “Imperial Oil Foundation” logotype in either French or English.

In English text our name always appears as
Imperial Oil Foundation

In French text our name always appears as
Fondation Pétrolière Impériale

No version of the graphic signature – or any part of it – may ever be used in written text.

~~Thanks to the  Imperial Oil Foundation~~

~~Thanks to the  Imperial Oil Foundation.~~

Thanks to the Imperial Oil Foundation.

Color combinations

Illustrated below are the only ways in which you may apply color to the corporate signatures (Note: These color rules apply to all versions of the corporate signature. For the sake of brevity they are illustrated here using only one of the acceptable versions).

Imperial Oil has two special corporate colors: Esso red and Esso blue. A precise visual match to the corporate colors must be achieved no matter which medium your project requires. Color swatches on both coated (shiny) and uncoated (matte) paper have been included in this guide for that purpose.

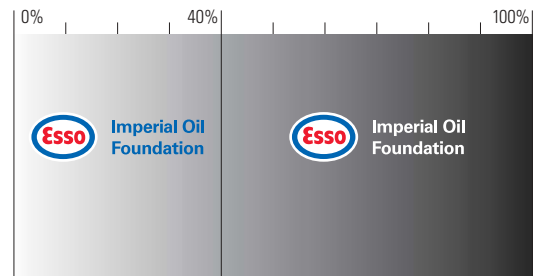
For process color (CMYK) simulation, the following formulas should be used:

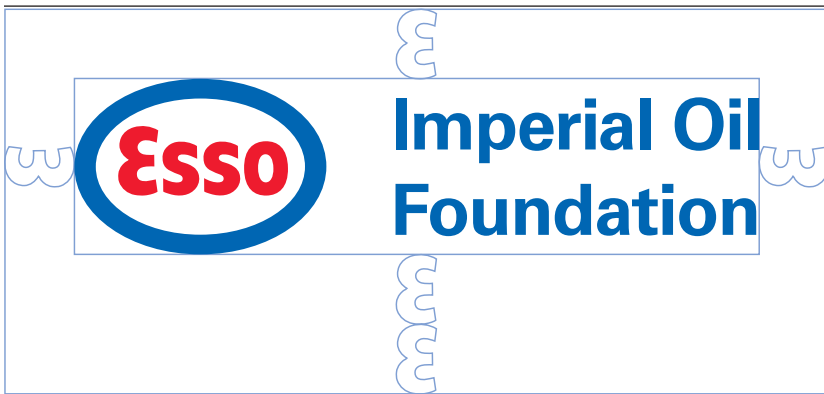
- **Esso red**
100% process magenta, 90% process yellow
- **Esso blue**
100% process cyan, 60% process magenta

If you are using the PANTONE®** Matching System for printing inks, you may substitute the following colors:

- **Esso red**
PANTONE 485
- **Esso blue**
PANTONE 293

Be sure to use the correct version of artwork for your background. A regular signature of any color may not be used on any background darker than the equivalent of 40% black.



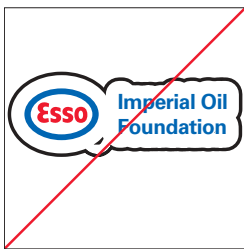


Clear space

To be sure the Imperial Oil Foundation signature is always clearly recognizable it must be seen as separate from the other visual material that surrounds it.

Other graphics, text, headlines, etc., as well as the edge of a page or the edge of a photograph or illustration must be kept at least a minimum distance away from the signature. This space is equal to the height of the "E" in "Esso" left on each side of the signature. You may always leave more than the minimum required distance but you may not leave less. The clear space requirement applies to all versions of the signature.

The minimum clear space area is shown as a non-printing line in supplied Encapsulated PostScript (EPS) artwork files and as a solid white background in JPEG files.



Don't enclose the signature in any shape or outline.



Don't add graphics of any sort to a signature.



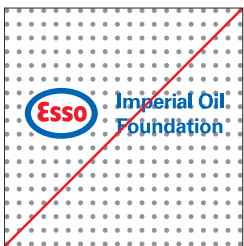
Don't add shadows or any other 3D effects.

Unacceptable interpretations

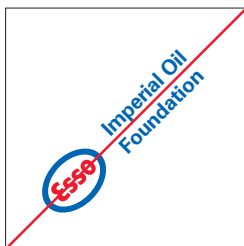
Always use the official master artwork files issued by the Imperial Oil Foundation to reproduce the signature. Neither alter or add to the signature, nor create your own version of it.

These illustrations show many – but by no means all – common errors you must avoid. If you have questions please contact a corporate identity coordinator prior to incorporating the signature in a design.

Remember that our ownership of our trade marks depends on using them correctly. Also remember that they are our most tangible link with the public. If we present the company and its products in an inconsistent and confusing way, those perceptions are the ones that will be associated with us.



Don't use a busy, complex background that interferes with legibility.



Don't place a signature on an angle.



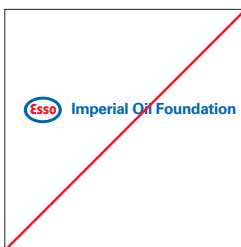
Don't separate the elements of a signature.



Don't use any colors or color relationships not specified in this guide.



Don't change the value of the colors. They should not be lightened or darkened.



Don't change the size or proportional relationships of the elements.

Color matching













Different media, such as offset printing inks, opaque and translucent sign materials, plastic and paint have no real common denominator when it comes to specifying exact colors.

The Imperial Oil colors must be matched as closely as possible in whatever medium you are working in. Color swatches for visual matching are supplied here.

Keep in mind however, that the specific materials and methods of any project will affect the way the color applied to them may finally appear. Variables like different grades of paper and plastic, different printing and manufacturing processes and different lighting conditions will always affect the end result quite noticeably.

For specific details about color matching for different types of materials contact the Imperial Oil Foundation.

Caution: Prolonged exposure to light and/or heat will alter these colors significantly.

 Imperial Oil Foundation Color reproduction must visually match this swatch	Esso red	 Imperial Oil Foundation Color reproduction must visually match this swatch	Esso blue
 Fondation l'Impériale Toute reproduction de cette couleur doit correspondre visuellement à l'échantillon ci-contre.	Rouge Esso	 Fondation l'Impériale Toute reproduction de cette couleur doit correspondre visuellement à l'échantillon ci-contre.	Bleu Esso
 Imperial Oil Foundation Color reproduction must visually match this swatch	Esso red	 Imperial Oil Foundation Color reproduction must visually match this swatch	Esso blue
 Fondation l'Impériale Toute reproduction de cette couleur doit correspondre visuellement à l'échantillon ci-contre.	Rouge Esso	 Fondation l'Impériale Toute reproduction de cette couleur doit correspondre visuellement à l'échantillon ci-contre.	Bleu Esso
 Imperial Oil Foundation Color reproduction must visually match this swatch	Esso red	 Imperial Oil Foundation Color reproduction must visually match this swatch	Esso blue
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Goudy
Goudy Bold

Goudy Italic
Goudy Bold Italic

Univers 45
Univers 55
Univers 65

Univers 46
Univers 56
Univers 66

Univers 47
Univers 57
Univers 67

Univers 48
Univers 58
Univers 68

Typography

Imperial Oil has a preferred range of typefaces as part of our corporate identity program.

Goudy Oldstyle

This typeface is also often referred to simply as “Goudy”. It is the preferred serif typeface for all of our marketing communications (see Section 8.0 of the *Corporate Identity Manual* for more information.)

Univers™

The Univers and Univers Condensed families should be used as the sans serif typeface for all of our marketing communications (see Section 8.0 of the *Corporate Identity Manual* for more information.)



Imperial Oil
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Color reproduction
must visually match
this swatch

Esso red



Fondation
l'Impériale

Toute reproduction de
cette couleur doit corres-
pondre visuellement à
l'échantillon ci-contre.

Rouge Esso



Imperial Oil
Foundation

Color reproduction
must visually match
this swatch

Esso red



Fondation
l'Impériale

Toute reproduction de
cette couleur doit corres-
pondre visuellement à
l'échantillon ci-contre.

Rouge Esso



Imperial Oil
Foundation

Color reproduction
must visually match
this swatch

Esso red



Fondation
l'Impériale

Toute reproduction de
cette couleur doit corres-
pondre visuellement à
l'échantillon ci-contre.

Rouge Esso



Imperial Oil
Foundation

Color reproduction
must visually match
this swatch

Esso blue



Fondation
l'Impériale

Toute reproduction de
cette couleur doit corres-
pondre visuellement à
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Bleu Esso



Imperial Oil
Foundation

Color reproduction
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this swatch

Esso blue



Fondation
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Toute reproduction de
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Imperial Oil
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Color reproduction
must visually match
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Esso blue



Fondation
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Toute reproduction de
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Bleu Esso